

97-84141-29

National Broadcasting
Company, Inc.

Broadcasting in the public
interest

New York

1939

97-84141-29
MASTER NEGATIVE #

COLUMBIA UNIVERSITY LIBRARIES
PRESERVATION DIVISION

BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

308	
Z	National broadcasting company, inc.
Box593	National broadcasting company, inc. Broadcasting in the public interest, by the National broadcasting company, inc. New York, National broadcasting company, 1939, 80 p. 23 ^{cm} .
FOR OTHER COPIES, EDITIONS, OR TRANSLATIONS SEE MAIN ENTRY	
No recorded	

RESTRICTIONS ON USE: Reproductions may not be made without permission from Columbia University Libraries.

TECHNICAL MICROFORM DATA

FILM SIZE: 35mm

REDUCTION RATIO: 11:1

IMAGE PLACEMENT: IA IIA IB IIB

DATE FILMED: 7-9-97

INITIALS: PB

TRACKING # : 26052

FILMED BY PRESERVATION RESOURCES, BETHLEHEM, PA.

BROADCASTING
IN THE
PUBLIC INTEREST

308
Z
Box 573

NATIONAL BROADCASTING COMPANY, INC.

BROADCASTING IN THE
PUBLIC INTEREST

R1593

by the
NATIONAL BROADCASTING COMPANY, INC.

G.
Japanese Gov't Railways

Aug 27, 1941 NATIONAL BROADCASTING COMPANY, Inc.

BOARD OF DIRECTORS

JAMES ROWLAND ANGELL	EDWARD W. HARDEN
CORNELIUS N. BLISS	LENOX R. LOHR
ARTHUR E. BRAUN	EDWARD F. MCGRADY
CHARLES G. DAWES	DEWITT MILLHAUSER
GANO DUNN	EDWARD J. NALLY
JAMES G. HARBORD	DAVID SARNOFF

NILES TRAMMELL

OFFICERS

DAVID SARNOFF
Chairman of the Board

LENOX R. LOHR
President

NILES TRAMMELL
Executive Vice President

A. L. ASHEY
Vice President and General Counsel

GEORGE ENGLES
Vice President

DON E. GILMAN
Vice President

O. B. HANSON
Vice President

WILLIAM S. HEDGES
Vice President

FRANK E. MASON
Vice President

ALFRED H. MORTON
Vice President

JOHN F. ROYAL
Vice President

FRANK M. RUSSELL
Vice President

ROY C. WITMER
Vice President

MARK WOODS
Vice President, Treasurer and Assistant Secretary

R. J. TEICHNER
Assistant Treasurer

LEWIS MACCONNACH
Secretary

C. E. PFAUTZ
Assistant Secretary

C O N T E N T S

PART I—PIONEERING IN PUBLIC SERVICE

1. Heritage of the National Broadcasting Company 5
2. Formation of NBC 10
3. Network Structure of NBC 15

PART II—THE SOCIAL RESPONSIBILITIES OF NBC

1. Broadcasting and the Public 18
2. Broadcasting and the Law 22
3. The NBC Advisory Council
 - A—Formation of the Council 25
 - B—A Recent Statement by the Council. 28
 - Members 31

PART III—NBC POLICIES AND STANDARDS

1. Policies Applicable to All Programs 33
2. Commercial Standards
 - A—Procedure 36
 - B—Program Contents 39
 - C—Contests 42
 - D—Offers 44
3. Policies Applicable to Medical Accounts... 45
4. Policies Applicable to Children's Programs 47
5. Policies Applicable to News Programs... 50
6. Unacceptable Business 51

PART IV—NBC AND ITS PROGRAMS

1. NBC Network Programs 53
2. NBC International Division 65
3. Looking Ahead 69

APPENDIX—NBC Sustaining Programs 72

Aug. 10, 1942 cal

1. HERITAGE OF THE NBC

RADIO broadcasting grew out of what was once regarded by many as one of radio's greatest handicaps. It was a liability converted into an asset.

The outstanding development of radio science during the World War period had been the gradual perfection of the radio telephone. The addition of voice to code—of spoken words to dots and dashes—was an advance comparable in importance to Bell's historic invention of the wire telephone.

The radio telephone, however, presented one serious difficulty. It offered none of the privacy of the ordinary wire telephone. What one had to say was for everybody to hear. Plenty of critics had pointed out this fatal limitation ever since the days of the earliest experiments in radio-telephony.

But there were others who saw in this very limitation radio's greatest opportunity. They envisaged the possibilities of a new system of mass communication by radio, which would enable a single voice to be heard at the same instant by countless millions everywhere. In other words, they looked upon radio not so much as a means of narrowcasting as a method of broadcasting.

As early as 1916, a 25-year-old employee of the Marconi Wireless Telegraph Company of America had written a letter to his boss, in which he said:

"I have in mind a plan of development which would make radio a 'household utility' in the same sense as the piano or phonograph. The idea is to bring music into the house by wireless . . .

"The receiver can be designed in the form of a simple 'Radio Music Box' and arranged for several different wave lengths, which should be changeable with the throwing of a single switch or pressing of a single button.

"The 'Radio Music Box' can be supplied with amplifying tubes and a loudspeaking telephone, all of which can be neatly mounted in one box. The box can be placed on a table in the parlor or living room, the switch set accordingly and the transmitted music received.

"The same principle can be extended to numerous other fields as, for example, receiving lectures at home; also events of national importance. Baseball scores can be transmitted in the air by the use of one set installed at the Polo Grounds. The same would be true of other cities. This proposition would be especially interesting to farmers and others living in outlying districts.

"By the purchase of a 'Radio Music Box' they could enjoy concerts, lectures, music, recitals, etc., which may be going on in the nearest city within their radius. While I have indicated a few of the most probable fields of usefulness of such a device, yet there are numerous other fields to which the principle can be extended."

The writer of this prophetic epistle was David Sarnoff, now President of the Radio Corporation of America and Chairman of the Board of the National Broadcasting Company.

While the war was on, however, the custodians of radio were too preoccupied with international communication and military equipment to develop broadcasting. It was not until 1920, when the Harding-Cox election returns were broadcast from Station KDKA, Pittsburgh, to an audience of several thousand amateurs with home-made sets, that the idea took hold. This event marked the birth of radio broadcasting.

Prior to this first public broadcast, government and industry had co-operated in an important step, one which was destined to make possible the creation of the American system of network broadcasting.

At the close of the war, the only company in a position to handle commercial transatlantic radio

communications was the Marconi Wireless Telegraph Company of America, an offshoot of the British Marconi Company, and largely owned by English interests.

At that time the best known method of long distance transmission was the Alexanderson high frequency alternator, the patents on which were owned by the General Electric Company. Negotiations between General Electric and the British Marconi Company, which had started several years before, but had been interrupted by the war, were resumed in 1919 for the purpose of transferring patent rights as well as alternators to the Marconi Company, which sought to obtain world-wide rights to the Alexanderson system of transoceanic communication.

Certain high officials of the government learned of these negotiations and were unwilling to see a growing communications service come under foreign control, particularly since the cables of the world were already largely under the control of foreign, though friendly, nations. Consequently these officials—in April, 1919—suggested to the General Electric Company that negotiations be suspended until after discussion with the Navy Department.

As a result of conferences with the Navy a plan was developed to form a new American company to acquire ownership of the assets of the American Marconi Company. So, on October 17, 1919, the Radio Corporation of America was incorporated, and on November 20, 1919, the entire business of the Marconi Company was taken over.

Immediate arrangements were made between RCA and GE to cross-license each other to use the radio patents of GE and the patents RCA had just acquired from Marconi.

But another patent deadlock soon appeared, particularly with respect to vacuum tubes. Strong patents on vacuum tubes were held by both GE and

the Western Electric Company, a subsidiary of the American Telephone and Telegraph Company, but neither could make effective use of its own patents without infringement on the other's. Again the Navy lent a hand, and persuaded GE and Western Electric to come to an understanding "for the good of the public." This was in January, 1920.

In July, 1920, an agreement was reached between RCA, GE, and AT&T which permitted RCA to proceed with the use of all radio patents of these companies. A year later a cross-licensing agreement with the Westinghouse Electric and Manufacturing Company was concluded, whereby all the radio patents of that company were made available to RCA.

Following KDKA's 1920 election program, broadcasting captured the imagination of the public almost overnight, and radio stations were rapidly established in other cities.

RCA pioneered in this new field. The devices and patents which made it possible for RCA to operate an international communications system also were required to make home receiving sets and broadcast transmitters. Experienced radio engineers were needed, and these too were available in the RCA organization.

During those early years of broadcasting, RCA also operated local broadcasting stations, of which the most important was WJZ, in New York City. RCA also experimented with various station hook-ups, using telegraph lines.

It soon became evident that the growth and permanence of radio broadcasting depended primarily on the quality and variety of programs. The novelty of tuning in distant call-letters quickly wore off. It was not enough for the listener to hear a solitary piano tinkling away in a makeshift studio. Second-rate musicians began to pall, and amateur singers wore out their brief welcome.

The operation of a broadcasting station, at that time, was a matter of expense with no corresponding revenue. There was nothing to induce station owners to employ expensive professional talent, or to improve studio and station facilities for better transmission and reception.

After five years of rapid development, broadcasting stood at the crossroads. The alternatives were either to evolve a basis of support for adequate program services by private enterprise, or to seek a government subsidy, with an attendant tax on receiving sets.

2. FORMATION OF NBC

FORTUNATELY for the United States, the democratic answer to the broadcasting program problem was found by private enterprise. In 1926, RCA purchased Station WEAf from the American Telephone & Telegraph Company, arranged to lease AT&T wire lines for inter-connection with other stations, and organized the National Broadcasting Company. NBC then took over the experimental program service which the telephone company had instituted, and extended it to a group of independent stations, which—with WEAf as the key station—became the Red network.

The reasons which led to the formation of NBC were set forth in the following announcement, published as a newspaper advertisement on September 14, 1926:

ANNOUNCING THE NATIONAL BROADCASTING COMPANY, INC.

National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public.

The Radio Corporation of America is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone.

Radio for 26,000,000 Homes

The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service

WEAF Purchased for \$1,000,000

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAf from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

The Purpose of the New Company

The purpose of that company will be to provide the best programs available for broadcasting in the United States.

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States.

No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broadcasting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

A Public Advisory Council

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestions. The members of this Council will be an-

nounced as soon as their acceptance shall have been obtained.

* * *

We have no hesitation in recommending the National Broadcasting Company to the people of the United States.

It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.

RADIO CORPORATION OF AMERICA

OWEN D. YOUNG
Chairman of the Board

JAMES G. HARBORD
President

As soon as RCA's formation of a national broadcasting company was announced, independent station owners, local civic organizations and community leaders from every section of the United States wrote, telephoned or called in person to ascertain how soon network programs would be brought to their communities. To meet the popular demand represented by these requests, NBC rapidly expanded the experimental hook-ups of the Red network into a regular service arrangement, providing programs to leading cities of the United States.

It quickly became apparent that a single network service was not enough to satisfy the demands of the radio audience for diversified programs of national interest and importance; that if broadcasting were to be popularized to all, there should be more than one type of program simultaneously available to listeners. Other station owners, particularly in the cities where their competitors had made program service arrangements with the Red network, pressed for network affiliation. Therefore, in less than two months after the first NBC network began service, NBC created a second network—the Blue—with WJZ, New York, as the key station.

Network broadcasting provided greatly improved programs by tapping the talent centers of the nation and syndicating these programs over telephone lines

to local, independent stations. Not only did the network system appeal to the listeners and the independent station owners, but it also attracted the business interests of the nation to the use of radio broadcasting as an advertising medium. The economic support thus developed met the needs of the three parties whose interests were at stake: the public, the station owner, and the advertiser.

To the public, the network brought a new world of ideas, of music, of enjoyment centered in the home. It turned the page to a new chapter of America's social history.

For the owner of a local station, the network provided programs—both commercial and sustaining—of a quality he could not individually afford, and with talent not physically accessible to his station. It brought him revenue from national as well as local commercial sponsors.

To the advertiser, the network furnished a large circulation spread over a wide area. Such circulation justified, over and above the cost of station time, the talent expense of high-quality programs.

Upon this triangle of mutual interest, the present structure of American network broadcasting, free to the public, was built. Upon it has grown a billion dollar industry, furnishing employment to hundreds of thousands of men and women, and providing the finest broadcasting program service in the world.

3. NETWORK STRUCTURE OF NBC

AS of May, 1939, the two networks of the National Broadcasting Company comprise a total of 171 stations throughout the United States, which bring NBC programs to virtually every set-owner in the nation.

In the early days of the Company, in charting stations on coverage maps, the NBC engineers marked in red ink the stations hooked up with Station WEAJ and in blue those using WJZ program service, and thus the two networks of the Company became known as the "Red" and the "Blue," respectively.

Throughout its development the Company has not adopted a policy of ownership or control of a large number of stations. It has concentrated primarily on the task of supplying the best available commercial and sustaining programs to the largest possible number of listeners. To help create a true democracy of the air, NBC has sought to preserve the individuality which characterizes every station's approach to its own audience.

NBC owns only ten broadcasting stations. Two of these are located in New York, two in Chicago, and one each in Washington, D. C., Cleveland and San Francisco. The remaining three are leased to others. The Company also operates under lease stations in Washington, D. C., San Francisco and Denver, and furnishes network and local program service to stations in Boston and Springfield, Mass., in Pittsburgh, in Schenectady and in Philadelphia. These latter stations are the property either of General Electric Company or Westinghouse Electric and Manufacturing Company.

The Company has no ownership, nor can it exercise any control over the operations, of network

stations to which, under contract, it merely supplies program service. Such stations (as of May, 1939) number 153.

During approximately sixteen hours each day, NBC makes available to affiliated stations a service comprising programs of a wide variety, including musical, educational, religious, sports, public affairs, international and special events broadcasts. Through this program service the individual station is enabled to broadcast programs of a quality and character generally recognized to be beyond the financial reach of any single station.

The expense of maintaining this service is very large, and the revenue which offsets it is derived from the sale of time on the Company's networks when they are utilized as a national advertising medium. In order to exist as such a medium and to compete with other media, it is necessary for NBC to attract and maintain for national advertisers a nationwide audience of listeners. Accordingly, the stations affiliated with NBC have contracted with the network to broadcast network commercial programs during certain specified hours of the day and night, and it is during these periods that the network broadcasts the majority of the programs sponsored by its own advertisers.

The remaining hours of the day represent periods which each station may use for local programs. During these periods the station broadcasts programs sponsored by local advertisers, programs of local public interest, or such sustaining network programs as are desired by the station.

The station naturally exercises its own supervision over its local programs originating in its own studios. In the case of network programs, the affiliated station relies largely on the discretion and discrimination shown by the National Broadcasting Company, which reads scripts intended for the networks. Each affiliated station is advised in advance of the general character of commercial

programs which are to be offered it for presentation over its part of the network. The station at all times has the right to reject any network program the broadcasting of which, in its opinion, would not be in the public interest.

Affiliated stations occasionally substitute local programs of outstanding public interest for network commercial programs offered in those periods during which the network has priority. For example: a station in Minnesota will cancel two hours of network commercial programs in order to broadcast a state-wide "Boost Minnesota" program; a station in Florida will cancel several network commercial programs in order to put on the air a speech by the Mayor; a station in California will cancel network programs in order to broadcast a championship baseball game.

There are innumerable examples similar to those cited which prove that the local broadcasting station is exercising its proper right to operate in the "public interest, convenience and necessity," by giving priority to local events when they transcend in local importance network programs.

Like every other satisfactory contract, the relationship between NBC and its affiliated stations is a two-way agreement. The network assists the affiliated station materially by making available programs which it could not otherwise obtain, but the programs which the network offers would not reach the whole nation without the fine co-operation of the affiliated stations as distributing points.

1. BROADCASTING AND THE PUBLIC

THE effect of radio broadcasting on the thinking of men and women is ever widening. The thoughts and reasoning of their children are forming under the influence of the voices and music that pour from the loudspeaker into their homes. Thus radio's social responsibility increases in proportion to the influence it exerts. This responsibility does not fall on the broadcaster alone; it is shared by those who employ the facilities of the network for any purpose. It is to the interest of all to broadcast programs so high in quality and integrity as to merit an ever-increasing public approval and confidence.

In its early vision of network broadcast programs, NBC set its course toward the maintenance of a democracy of the air, the same ideal which has actuated its relations with all affiliated stations. So that this ideal may stand out as a goal, every effort is made to determine the ever-changing tastes of the radio audience. So long as their demands are within the bounds of fairness and decency, the Company strives to fulfill them. For, as David Sarnoff said recently, "Radio has never been an esoteric art. It has never dwelt in an ivory tower. It is of the people, by the people, for the people."

That the preference of each individual listener cannot be gratified during every period of the broadcasting day is obvious. The day's program schedule should, however, preserve a suitable balance between different types of programs, so that in the course of the day it will provide radio fare that will appeal to the tastes of all listeners.

In order to maintain this democracy of the air, there are prohibitions necessary as well as privileges. It has been said that one man's rights stop where another man's rights begin. In the Com-

pany's relations with the public, this truth is recognized, and care is taken that the sensibilities of one portion of the listening audience are not sacrificed to gratify the preferences of another.

Every intellectual and economic stratum of society is represented in the radio audience. Intelligent persons listen as well as those less fortunately endowed in mentality or education. Radio must weigh carefully what it carries over the air, for it must serve them all to good purpose.

The broadcast message enters the home by human voice or musical expression—a disembodied element. The voice or music paints the picture; the listener's imagination frames it. It has been the experience of NBC that any abuse of sincerity, any misrepresentation which may creep into a radio program, deliberately or not, tends to weaken confidence in the integrity of other programs, and thereby lessens the value of radio for all who use it.

In broadcast advertising, the advertiser or his representative speaks directly and in person to his listeners. Through his radio program, he enters all types of homes. He speaks to practically all members of the family, sometimes individually, sometimes as a group. Broadcast advertising may be said to approximate a personal interview, and thus it is to the advertiser's interest to imbue his program with all the consideration and courtesy for his customer or prospective customer which would attend a personal meeting between them.

In its capacity as an advertising medium, the National Broadcasting Company from its beginning has held to the belief that in this, as in all other matters pertaining to all of its functions, public interest comes first. Consequently, it has set out to accomplish two objectives: the maintenance of a high standard of public service, and the continuous improvement of its facilities. Only by strict adherence to the attainment of these objectives, it is convinced, can the Company best serve the ad-

vertiser. Whatever is in the public interest cannot fail to be in the best interests of advertisers.

The Company wishes to cooperate as fully as possible with the advertiser in helping him to build good-will for and, as a direct result, increase the sale of his product or service through his broadcast advertising. In order to maintain a large listening audience for the advertiser, the Company must see to it, insofar as is humanly possible, that all statements made over the air are accurate and in good taste, and that fair business practice is observed.

There are products and services which, in the experience of the Company, do not lend themselves suitably to advertising by radio. The Company declines to accept business which by its very nature cannot be fully described on the air. It is obvious, with regard to business of this type, that radio advertising would not permit the advertiser to enjoy the returns from his broadcast investment which he has a right to expect.

Anyone familiar with broadcasting knows that the business of getting a program on the air is not so simple as it may seem to the casual listener. NBC has outlined standards of procedure which will help the advertiser to prepare his material in such a way as to facilitate program production, by largely obviating necessity for change when the continuity is submitted for broadcast.

These standards, together with the policies applicable to all programs, whether commercial or sustaining, have grown out of the accumulated experience of NBC executives, staff, and advisers—an experience which began in the earliest days of broadcasting. Because public customs and tastes are constantly subject to change, and because radio is a changing and expanding art, no set of broadcasting policies should be permanently frozen into a rigid formula. Such a formula might in time become a strait-jacket, injurious to radio and public alike.

At any given time, however, the obligation of the National Broadcasting Company to the public may be expressed in a code of civilized behavior, respect of one man for another, honorable dealing, honest intention, courtesy, and good manners. Section III of this book presents such a code, based upon standards of public taste, of business ethics, and of radio art and technique, as they exist in the year 1939.

2. BROADCASTING AND THE LAW

COMPARATIVELY few of the social responsibilities of the broadcaster have been specifically expressed in legislation or decisions by the courts. The broadcaster is, of course, subject to the same laws which govern the daily activities of all citizens. In the presentation of programs to the public, and in his relations with clients, entertainers, and employees, he must exercise constant care and diligence to conform to laws on such subjects as contracts, copyright, defamation, right of privacy, and many others.

Federal legislation relating specifically to radio dates back to 1912. The Radio Act of 1912 was designed to fit the then existing practice of radio communication between ship and shore. The regulating tribunal was the United States Department of Commerce. That Act was applied to broadcasting during the most formative period of its history, until in 1926 a court decision practically stripped the Department of Commerce of its regulatory authority over radio broadcasting. It then became apparent that a new Congressional Act was required. Such an Act was passed in 1927. This law survived until 1934, when the present Communications Act was passed. This act vests in a Federal Commission of seven men jurisdiction over radio, telegraph and telephones in all of their branches.

This Federal Communications Commission, in accordance with the public's "interest, convenience and necessity," licenses radio stations, and prescribes the nature of the service to be rendered by each class of licensed station and each station within the given class. The Commission also assigns bands of frequencies and determines the power which each station shall use and the time during which it may operate. Other general powers of the Commission

enable it to regulate the kind of apparatus which shall be used in order to assure the maximum efficiency in serving the public in every urban and rural section of the country.

The statute permits the Commission to issue broadcasting licenses for terms of three years, but the Commission by regulation fixes the time at six months. After obtaining a license, the station must operate on the assigned frequency with no more than its authorized power and it must operate in the public interest and transmit programs for a minimum number of hours each day. It must also observe a host of technical operating requirements. Should it violate the law or the terms of its license or any of the rules and regulations of the Commission, its license may, after hearing, be revoked.

The Communications Act contains only a few express inhibitions having the effect of limiting what may be broadcast. Information concerning lotteries, and all obscene, indecent or profane language is prohibited. One station may not broadcast the program of another station without the consent of the latter. With respect to government censorship, the act states:

"Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

So that no station may exercise political partisanship, the act states that if a licensee permits any person who is a legally qualified candidate for any public office to use a broadcasting station, he must also afford equal opportunity to all other such candidates for that same office. Furthermore, the act denies the licensee any power of censorship over the material broadcast under the provisions of this

section, although it is generally considered that the stations will have the power to require deletion of defamatory matter. However, no obligation is imposed upon any licensee to allow the use of its station by any such candidate.

The act also provides that those who purchase program time shall be identified on the program.

But while the foregoing requirements are laid down by the law, together with the overall duty to serve the public interest, legal obligations are simply the starting point of the line of conduct to be drawn by the broadcasting company and its advertisers. They must be guided, not alone by law, but also by an alert sensitiveness to the special nature and the social implications of the broadcasting medium.

3. THE NBC ADVISORY COUNCIL

A—FORMATION OF THE COUNCIL

THE original announcement of the formation of NBC, previously quoted, pointed the way for the management of the Company from its beginning to the present day.

The twelve members of the Advisory Council referred to in the announcement met in the temporary headquarters of the newly formed company in New York City on February 18, 1927, less than three months after the organization's inception. They met to help the young company lay down lines of conduct and create standards which would give to the listening public, without fee, "the best programs available for broadcasting in the United States." It is doubtful that any person present could have appraised with any degree of accuracy the far-reaching effect which that conference was to have on the social significance of radio.

It was a distinguished group, each member notable for the outstanding contribution he had made in the field of his own activity. The group was notable, also, in that these fields of activity were so widely different in character. Yet widely separated as were their interests, the knowledge of each was needed to guide and advise in the solution of the problems with which that new world, so early in its existence, was already faced.

Elihu Root, the statesman, was there and William Green, speaking then, as now, for the American Federation of Labor; Charles Evans Hughes, erstwhile Secretary of State and now Chief Justice of the United States Supreme Court, was neighbor to Walter Damrosch from the field of music. The voice of American women was heard through Mrs. John Sherman, then president of the American Federa-

tion of Women's Clubs. Francis D. Farrell, President of the Kansas State College, represented agricultural interests. Dwight Morrow, banker and later Senator and United States Ambassador to Mexico, was present, as were Charles S. MacFarland, Executive Secretary of the Federal Council of Churches, Henry M. Robinson, banker, and A. E. Alderman, University of Virginia President. M. H. Aylesworth was a guest. Owen D. Young, then Chairman of the Radio Corporation of America and also, as now, Chairman of this Advisory Council, set forth the purposes and ideals of this new organization.

In addressing that first meeting of the Advisory Council, Mr. Young said:

"In this country we must learn by experiment the best way of handling this important agency. The National Broadcasting Company is making that experiment. It would like to demonstrate to the American people that this agency can be handled by a private organization effectively, economically and progressively. It would like to demonstrate that it could respond quickly to the public taste and the public needs. It would like to show that it could administer these facilities without unfair discrimination and with maximum service both in quality and quantity.

"It is quite apparent that broadcasting can only, in a small measure, be local. In substantial part, it must be national in scope in order to give the listeners the kind of service they should have. If the National Broadcasting Company can provide the highest quality of program which exists in the United States, no matter where the point of origin may be, and can disseminate it completely throughout the country so that everyone can hear no matter where he may be, and if it can do this without charge upon the listener and without unfair discrimination between those fairly entitled to use the facilities, it will, in my judgment, have rendered a great service to the

American people. No one organization could hope to do that without the wise advice of disinterested and competent people. . . .

"Finally, may I express my personal appreciation, and that of the companies which organized the National Broadcasting Company, to you for your willingness to serve on this Council. If your service were asked only in the business interests of the companies concerned, I should not, of course, have felt at liberty to invite you. It is the other field which seemed to me to justify my invitation. That is the field of service to the public which is no less important because it happens to run parallel with the business interests involved.

"The persons asked to serve on the Council had to be of such character and standing and so widely known that they would be accepted universally throughout the country as guarantors of the fairness with which the broadcasting facilities were handled. It is, therefore, essential that the National Broadcasting Company should in good faith and without reserve undertake to use its facilities during the period of your service in such a way as will satisfy you. This the National Broadcasting Company undertakes to do."

During more than a decade of broadcasting, the National Broadcasting Company has been fortunate in that its Advisory Council has continued to serve, that the Company may turn to it for sound, disinterested judgment in forming the policies for its broad programming. Some of the original members are still enrolled; for some life has ended; others have through weight of other duties been unable to serve longer—their places have been filled by those who carry on their work with the same high ideals and understanding.

It was with the advice of the Advisory Council that the National Broadcasting Company's methods of operation and program standards took form, setting the pattern, not only for itself, but for all broadcasting networks that were to come.

B—A RECENT STATEMENT BY THE COUNCIL

THE National Broadcasting Company seeks to render the American people the most effective radio service and to put on the air fine programs in every major field of interest. Certain subjects and activities present difficulties which require constant study and supervision. These have been previously discussed by its Advisory Council, and the management believes that their recommendations which have been followed in practice, for as long as eleven years, are still sound and applicable. But this is a world of rapidly changing philosophies, and radio is a developing art, so it is believed that these policies should be again scrutinized from time to time in the light of current conditions, and either re-affirmed or amended.

At its meeting in New York on January 9, 1939, the NBC Advisory Council affirmed and made public the following Company policies in the fields of religion, controversial issues, and politics:

1. The National Broadcasting Company does not sell time for religious programs as this course might result in according a disproportionate representation to those individuals or groups who chance to command the largest purses.

In view of the vast numbers of religious sects, the company cannot attempt to serve each individually. It cannot of its own choice wisely single out particular individuals to represent special forms of faith. It has accordingly chosen responsible organizations representing the three dominant religious groups in America, i.e., Protestants, Catholics and Jews, to suggest speakers and prepare programs.

The National Broadcasting Company does not permit attacks upon religious faiths or upon racial groups.

A religious message should be non-sectarian and non-denominational in appeal, interpreting religion at its highest, so that it may bring to the individual listener a realization of his responsibility to the organized church and to society. Speakers on NBC religious programs seek to comply with these ideals.

2. During election campaigns only, the company sells time to legally qualified candidates for public office or their representatives. It does not accept dramatic presentations of political issues, for it is impossible to prevent essential misrepresentation and unfairness when this technique is employed.
3. In connection with its own sustaining programs, the company attempts at all times as nearly as possible to give equal representation to opposing sides of every controversial question which materially affects the life or welfare of any substantial group. If one side of such an issue is broadcast, this fact does not convey, as a matter of right, an opportunity for the opposing side or individual to be given equal opportunities to reply. But in permitting the first broadcast the NBC has assumed an obligation to the public to present the differing views so that the public may be fully informed on the subject.

It follows the same principle on sponsored programs, where particular opinions on important controversial issues are expressed. In this case the sponsor may be required to yield time to a representative of views opposed to the sponsor's speaker.

4. Freedom of the air is not to be construed as synonymous with freedom of the press or freedom of speech. Each form of bringing opinion to the public notice has its own characteristics and limitations.

5. A speaker having been granted time on the air, the National Broadcasting Company does not censor or edit his opinions. It must, however, check for violations of the law and for libelous, slanderous or seditious statements, as the courts have held broadcasters responsible for any damaging statement made over their facilities.

MEMBERS OF THE ADVISORY COUNCIL OF THE NATIONAL BROADCASTING COMPANY

1939

JAMES ROWLAND ANGELL <i>Educational Counselor of the National Broadcasting Company</i>	WILLIAM GREEN <i>President, American Federation of Labor</i>
MRS. AUGUST BELMONT <i>Prominent in social and philanthropic work</i>	JAMES G. HARBORD <i>Chairman of the Board, Radio Corporation of America Director, National Broadcasting Company</i>
HENRY SLOANE COFFIN <i>President, Union Theological Seminary</i>	ROBERT M. HUTCHINS <i>President, University of Chicago</i>
ADA COMSTOCK <i>President, Radcliffe College</i>	HENRY S. PRITCHETT <i>Former President of Carnegie Foundation</i>
PAUL D. CRAVATH <i>Attorney and President of the Board, Metropolitan Opera Association</i>	DAVID SARNOFF <i>President, Radio Corporation of America Chairman of the Board, National Broadcasting Company</i>
WALTER DAMROSCH <i>Musical Counsel of the National Broadcasting Company</i>	ALFRED E. SMITH <i>Former Governor of New York</i>
JOHN W. DAVIS <i>Attorney and former U. S. Ambassador to the Court of St. James</i>	OWEN D. YOUNG <i>Chairman, Advisory Council Chairman of the Board, General Electric Company</i>
FRANCIS D. FARRELL <i>President, Kansas State College</i>	

Former Members

MERLIN H. AYLESWORTH <i>Publisher of the New York World Telegram Former President of the National Broadcasting Company</i>	REV. CHARLES F. MACFARLAND <i>General Secretary, Federal Council of the Churches of Christ in America</i>
HON. CHARLES EVANS HUGHES <i>Chief Justice of the United States</i>	ANDREW W. ROBERTSON <i>Chairman of the Board, Westinghouse Electric and Manufacturing Company</i>

Deceased Members

EDWIN A. ALDERMAN <i>President, University of Virginia</i>	ELIHU ROOT <i>United States Senator from New York and Secretary of State</i>
NEWTON D. BAKER <i>United States Secretary of War</i>	JULIUS ROSENWALD <i>Chairman of the Board, Sears Roebuck Company</i>
DWIGHT W. MORROW <i>United States Senator from New Jersey and Ambassador to Mexico</i>	MRS. MARY SHERMAN <i>President, General Federation of Women's Clubs</i>
MORGAN J. O'BRIEN <i>New York Justice and Attorney</i>	MELVIN A. TRAYLOR <i>President, First National Bank of Chicago</i>
HENRY M. ROBINSON <i>Chairman of the Board, Security First National Bank, Los Angeles</i>	FELIX M. WARBURG <i>Kuhn Loeb & Company</i>

1. POLICIES APPLICABLE TO ALL PROGRAMS

THE program policies of the National Broadcasting Company were first published in January, 1934. As the experience of the Company has grown, these policies have been amended and expanded from time to time, with the object of assuring interesting, diversified programs, compatible with a sound concept of public service.

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonials are absolutely essential to the plot may they be used.

One of the most cherished heritages of every American is his inalienable right to worship God in his own way. Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as undesirable characters or subjects of amusement.

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

As every man has a right to his religious views, so has he a right to pride in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory of any race or nationality be used.

3. Material which depends upon physical imperfections or deformities such as blindness, deafness, or lameness, for humorous effect is not acceptable.

Physical infirmities are far from ludicrous to those afflicted, therefore radio must seek other sources for its humor.

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.
5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the Company to broadcast drama plots free of morbidity.

That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The law-breaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be over-stressed.

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized.

This Company, in rejecting, insofar as possible, dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.

7. Emphasis on insobriety is not permitted.

Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.
9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.
10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the

manner in which it is used no possible confusion may result.

11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentation of origination point of program as well as to all other matters.
12. Speakers must be recognized authorities on subjects they discuss.
13. When commentators or others engaged as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that the National Broadcasting Company has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this Company.

2. COMMERCIAL STANDARDS

A—PROCEDURE

1. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the Company at least forty-eight hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The forty-eight hour "dead-line" does not affect the advertiser's privilege to submit changes in his commercial continuity later.
2. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the Company.

The Company reserves the right to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement which the Company deems inconsistent with its standards.

The Company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.

3. The Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.
4. For the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to the National Broadcasting Company

at least one week before the broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department.

5. Upon request by the Company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.
6. The National Broadcasting Company wishes to be of service in preventing unnecessary duplication of subject matter and musical numbers. The co-operation of advertisers and agencies is invited to make possible proper co-ordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have preference in the use of the number, and NBC will notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.
7. When a living character is impersonated, written authorization of impersonation must be furnished, and it must be clearly announced at least once in the program that impersonation was made.
8. The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be returned to the agency for its files after a copy has been made by NBC.

9. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the Company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the Company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the Company reserves the right to reject such plans if found to be impossible or impracticable of execution.

10-1-1938
B—PROGRAM CONTENTS

1. Announcement of sponsorship must be made on all commercial programs.
2. In order that programs may be individual and distinctive and thus maintain the interest of the audience, they should not resemble too closely other programs.
3. Programs should be designed to provide good entertainment or agreeable instruction. The avoidance of unpleasant or gruesome material is essential.
4. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products generally faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided.
5. Commercial programs shall not refer to any competitor, or his products, directly or indirectly.
6. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading comparisons tend to challenge the integrity of all advertising and must not be used.
7. When an advertiser using more than one network for advertising any of his products finds it desirable to refer to his program on a competing network, such reference must be confined to mention of the title of his program, the product advertised, the talent employed and the day on which the program is broadcast. Mention of the hour or the broadcasting facilities used may not be made.
8. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on

pending court cases may tend to interfere with the administration of justice.

9. The advertiser must clear with the Company before entering into agreements to publicize appeals for funds through his radio program.
10. "Point-to-point communication" is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public. A message may, however, be addressed to a particular person if it is actually part of the formula of the program and is altogether understandable to the general public.
11. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the Company any use of radio station call letters that may be necessary to the plot or action of broadcast programs. The letters SOS are the signal of distress and may not be used for any purpose on any program.
12. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or explanation must be made by the announcer that the scenes enacted are fictitious.
13. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.
14. NBC announcers or other representatives of the Company may not give personal testimonials on the air, nor personally endorse the advertiser's product. Promises for the performance

of the product may not be given in the first person singular by Company members.

15. In order to maintain good balance between the program content and the commercial copy, it is believed that, on a fifteen-minute daytime program, the formal advertising message is most satisfactory when it occupies less than three minutes of the entire period. When a sales promotion activity, such as a contest or an offer, is included, a good balance is obtained when commercial copy runs less than four minutes. In evening programs, standards for good radio balance indicate confining the formal advertising message to less than fifteen per cent of the period of a quarter-hour program, and less than ten per cent of longer program periods.

C—CONTESTS

Proposed prize contests must be submitted to NBC in advance of the first public announcement in any medium tying in with the radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests only when they comply with the following regulations:

1. Contests must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.
2. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest.
3. The opinion of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity.
4. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.
5. While advertisers may require contestants to submit box tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.
6. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.
7. Contest decision should be made promptly, and the names of winners must be released as soon as possible thereafter. The announcement,

whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries.

D—OFFERS

1. Full details of proposed offers, including samples of premiums and "build-up" copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast.
2. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition can be approved.
3. It is desirable that announcement of the termination of an offer be made as far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners' letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.
4. If consideration is required, the advertiser must agree to honor any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration, the premium may not be described as a "gift" or as "absolutely free."
5. Dramatic action of radio drama may not be used as a basis of appeal for help in the commercial portion of the program.

The fictitious character of the radio play may not be introduced into the commercial as follows: "By sending in a box top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage" or "you will help to send Johnny to school."

3. POLICIES APPLICABLE TO MEDICAL ACCOUNTS

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the Company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following additional restrictions:

1. NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the Company.
2. Due to the personal nature of the broadcast message, the Company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.
3. No blanket statements purporting to reveal the opinion of the medical profession in relation to the product advertised may be made in any of the continuity or advertising of the product.
4. The Company cannot accept commercial copy which, in its opinion, dramatizes distress or morbid situations involving ailments.
5. The Company will not accept a product for advertising which contains dangerous or habit-forming drugs, or which fails to comply in advertising copy with Governmental rules and regulations.

6. The words "safe" and "harmless" or words of similar meaning will not be accepted in medical copy.
7. The Company will not accept for advertising over its facilities products designed for relief of ailments known to be chronic, unremediable, or for conditions in which self-medication presents a risk.
8. Claims to cure are unacceptable.

4. POLICIES APPLICABLE TO CHILDREN'S PROGRAMS

BECAUSE of the obligation of the National Broadcasting Company to its juvenile audience, it is necessary that meticulous supervision be exercised over all programs designed for child listeners, and therefore NBC must insist that scripts of children's programs be submitted at least three business days in advance of the broadcast.

All standards of the Company apply to children's programs. Specifically, the following standards must be followed:

1. All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.
2. All stories must reflect respect for law and order, adult authority, good morals and clean living.

The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.

3. Adventure stories may be accepted subject to the following prohibitions:

No torture or suggestion of torture.

No horror—present or impending.

No use of the supernatural or of superstition likely to arouse fear.

No profanity or vulgarity.

No kidnapping or threats of kidnapping.

In order that children will not be emotionally upset, no program or episode shall end with an

incident which will create in their minds morbid suspense or hysteria.

Dramatic action should not be over-accentuated through gun play or through other methods of violence. To prevent the overstimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.

4. It is consistent that fair play and considerate behavior be reflected through the commercial copy as in the script itself. Advice "to be sure to tell mother" or "ask mother to buy" must be limited to twice in the program.
5. The child is more credulous, as a general thing, than the adult. Therefore the greatest possible care must be used to see that no misleading or extravagant statements be made in commercial copy on children's programs. When promises are made as to the benefits to be derived from use of the product advertised, it will be necessary to submit proof that such promises can be kept.
6. Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-tops or wrappers may present a definite element of danger to the children. Therefore, such contests and offers are not acceptable.
7. No appeal may be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child, urging him to purchase the product in order to keep the program on the air, or make similar appeals.
8. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition will be approved.

9. The National Broadcasting Company must be given assurance that no premium offered over its facilities is harmful to person or property.
10. The forming of clubs is often introduced on children's programs. Sometimes initiation requirements and other rules of such clubs are disseminated in code form. Full details concerning the organization of a children's secret society or code must be submitted to the National Broadcasting Company at least ten business days before its introduction on the air.

5. POLICIES APPLICABLE TO NEWS PROGRAMS

ALL standards of the Company apply to news programs. Specifically, the following standards must be followed:

1. All news shall be reported from an unbiased, non-partisan viewpoint.
2. News shall be treated factually and analytically, never sensationally.
3. News announcements involving crime or sex shall be avoided unless of national importance.
4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents or disasters shall be broadcast until adequate details are available.
5. No suicide shall be reported, except in the case of a nationally known figure.
6. No lotteries, gambling odds or similar information shall be broadcast which might tend to cause listeners to gamble on the outcome of an event.
7. No libelous or slanderous news is permitted.
8. The news announcer shall not deliberately distort the news by any inflection of the voice.
9. Fictional events shall not be presented in the form of authentic news announcements.
10. No legal or medical advice is allowed in news broadcasts except when it is an essential part of legitimate news from official sources.

6. UNACCEPTABLE BUSINESS

THE following classifications of products and services are unacceptable for broadcast over the facilities of the Company.

Of course, many accounts offered the Company may not fall into any of the classifications that are listed below. In such instances the Company considers them individually and reserves the right to decide upon their suitability for broadcast advertising.

1. Professions in which it is conceded to be unethical to advertise. For example: doctors, lawyers, dentists, and others.
2. All forms of speculative finance and real estate intended to promote the purchase of specific stocks, bonds, properties, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case after consideration of company policies in light of federal, state and local regulations relating thereto.
3. "Cures," and products claiming to cure.
4. Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy.
5. Personal hygiene products, including body deodorants or products advertised for that purpose.
6. Reducing agents as well as foods and beverages designed solely to perform that function.

7. Products to restore natural color to hair, eye-brow dyes, hair growers, depilatories, and products advertised to remove wrinkles.
8. All forms of fortune-telling and any services which may be construed to belong in this general field.
9. Cemeteries, morticians, casket manufacturers, and other products or services associated with burial.
10. Alcoholic beverages may not be advertised on any network program.
11. Firearms and fireworks.

1. NBC NETWORK PROGRAMS

IN making radio self-supporting through sale of time to advertisers, the means were provided to enable NBC to originate the many programs that have brought the church, the school, the arts and the open forum into the home, as well as to provide for the Company operating expenses and a return on its investment. Thus programs fall into two categories, the sponsored program for which time is sold, and the sustaining program which is not sold and which is planned and presented to the public by NBC.

While many sponsored programs have educational, informative or cultural value, the advertiser must select the type of program most likely to serve him best as an advertising vehicle, and therefore the sponsored program cannot be expected to meet all the program demands incident to a well-rounded public service. In sustaining programs the Company has the opportunity to bring to the American public authoritative speakers on questions of the day, as well as to broadcast programs of cultural and entertainment value. Furthermore, during the sustaining time, which amounts to approximately 70 per cent of the total hours the networks are on the air, the Company may experiment with various types of programs to test their acceptability, in this way determining what the public wants in radio programs.

While there are always program schedules planned to fill completely the broadcasting hours, any and all programs, sustaining or sponsored, are cancelled for the broadcast of special events that, in the opinion of the Company, will have interest for the majority of listeners whether in the field of international events, politics, science, sports, or some other subject of great moment.

The first question that the young Company in 1927 laid before its Advisory Council was: "In what subjects is the American public most vitally interested?" It was obvious that any adequate program plan must include all the major subjects on which the public desires current information and also topics likely to increase their knowledge and widen their culture. After weighing the question carefully the Company and its Advisory Council decided that religion, education, music, drama, agriculture, political economy and the organized activities of women represented the most fundamental interests of the majority of listeners. Therefore, it was planned to weave programs on these general topics into the basic structure of the network broadcasting of NBC and to give them a permanent place in all plans for future broadcast schedules. During the years of the Company's existence there has been no deviation from this plan.

Members of the Advisory Council were asked to form committees and to survey each of these fields for the purpose of obtaining the best material available for programs. As a result, programs were developed, many of which have been on the air or been replaced by programs of similar character from 1927 to the present.

In the following paragraphs, a few of the highlights of the principal classifications will be reviewed. Representative NBC sustaining programs are listed in the Appendix.

MUSIC

During the Company's history there has been a rapid development in the quality and number of musical programs originating in this country and abroad.

In 1927 alone there was a total of fifty-six symphony programs broadcast by four outstanding orchestras. They were the New York Symphony, the New York Philharmonic, the Boston Symphony, and

the National Symphony of NBC. This was a promising beginning, but the remarkable strides taken become more apparent when we look ahead nine years and find that in 1936 there were 420 symphonic programs; 385 by twenty-four American orchestras and thirty-five brought to this country from twenty-four foreign orchestras.

In this same period from 1927 to 1936, Grand Opera broadcasts increased from twenty-six to thirty-four a year, choral programs from twenty-one to two hundred forty-three, and chamber music programs from ninety-three to two hundred ninety-seven.

Taken as a whole, the music heard over NBC's networks represents a veritable anthology—not only the best in symphony, chamber music and opera (classic, romantic and contemporary)—but also currently popular music, folk music of this and other lands, sacred music and programs designed especially to increase listeners enjoyment and appreciation.

In former years the great masterworks of musical art were available to those comparative few who could purchase admission to concert halls and opera houses. Today, by means of radio, millions hear and enjoy the world's greatest conductors and artists who appear regularly on NBC programs.

EDUCATION

Most broadcasters endeavor to supply as much educational information as their listening public desires. NBC is not averse to presenting programs of "pure instruction;" in fact the Company has a considerable number of that type. Nevertheless, it knows that education embraces far more than pure instruction. A program intended to exemplify America's happiest family might well be as instructive and educational as any which are included in a college professor's discourse on philosophy.

As early as 1932 the Company's statistics show that 3,467 hours were devoted in that year to educational broadcasts. In 1938 the year's total amounted to 4,085 hours.

Education, of course, can be inculcated by entertainment methods, and this has been proved repeatedly over the air as well as in schools and colleges. The program in which either the average man or the expert is quizzed may be as valuable to many listeners as the splendid programs in which Arturo Toscanini or Walter Damrosch have elevated the sense of music appreciation of the general public.

In furtherance of its efforts to develop a well-rounded program of educational broadcasting the Company has added to its staff Dr. James R. Angell, former President of Yale University, who devotes his full time to the Company's activities in this field.

RELIGION

The Company serves the public in religious matters chiefly through the central or national agencies of the religious faiths representing a vast majority of the population—the Roman Catholic, the Protestant and the Jewish faiths. However, smaller religious groups may also be given time on the air whenever, in the judgment of the Company, they have something to broadcast of sufficient general interest to warrant it.

NBC religious broadcasts are non-sectarian and non-denominational, for it is the Company's belief that the religious message broadcast should be of the widest appeal, presenting the broad claims of religion, which not only aid in elevating the personal and social life of the individual, but also help in popularizing religion.

It is felt that the most worthwhile objective attained in this matter of religious broadcasting is

the encouragement of respect and understanding for the other person's point of view. No one listening to another religion than his own has to give up a particle of his own faith in order to appreciate the other person's viewpoint.

During the Company's history, approximately six thousand religious programs have been broadcast, which have brought a response of about seven million letters from listeners in every state of the Union. A few of the prominent Protestant, Catholic and Jewish leaders who have played important parts in conducting these religious programs include: Dr. S. Parkes Cadman, Dr. Harry Emerson Fosdick, Dr. Daniel A. Poling, the Rt. Rev. Mgr. Fulton J. Sheen, the Rev. James M. Gillis, the Rev. John J. McLarny, Rabbi Jonah B. Wise, Rabbi David De Sola Pool, and Rabbi Stephen S. Wise.

The Company has since its beginning maintained a firm policy of not selling time for religious broadcasts.

SPECIAL EVENTS

NBC Special Events programs represent a world coverage of news and features from the scene of action. Through its receiving sets the public may be present at epoch-making events, however far distant the scene of action may be. Momentous events during 1938 found NBC busy on every continent bringing to its far-flung audience not only the news itself but also the men who were making that news.

When four men met in Munich one night in September 1938 to sign one of the most dramatic documents in the world's history, giving respite from a war that threatened all Europe, NBC scored the greatest "scoop" radio has yet experienced. The Company broadcast to American listeners the first reading of the full official text of the agreement. The reading of the communique from Munich was the climax to the complete coverage of the European

crisis which lasted for three weeks. More than a hundred programs described the shifting scene as European diplomats fought to save Europe from a repetition of the disastrous World War.

Other significant broadcasts during 1938 included Germany's march into Austria, the account of the unprecedented hurricane which hit New England and the Eastern Seaboard, broadcasts from Pitcairn Island in the South Seas, which constituted the first link of communication between the two hundred inhabitants on that remote isle and the rest of the world, the flights of Douglas Corrigan to Ireland and of Howard Hughes and his crew when they circled the world.

NEWS

The National Broadcasting Company was the first to present news broadcasts and news commentaries, starting in the early days of radio, when Floyd Gibbons was the first network news disseminator.

Today news on the air is an essential part of the programming service of NBC. News is made every moment, and to reach maximum audiences throughout the nation, news periods on the networks are basically set at morning, noon, dinner hour, and late in the evening.

News is presented both in bulletin broadcasts and by commentators, such as Lowell Thomas. Bulletin news is usually put on the air the moment it is received by NBC. If important enough, regular scheduled programs are interrupted. Otherwise the news is broadcast during the next regularly scheduled news period.

The Company observes three fundamental standards in its news broadcasts: reliable news sources, responsible editing, and unbiased presentation.

GOVERNMENT

Since the beginning of its operations, NBC has given to its listeners comprehensive and reliable information concerning all types of governmental problems and the citizen's part in their solution. Without partisanship in any of its broadcasts, the Company has simply directed its efforts toward enlightening the public on all important governmental, political and economic questions.

In addition to many notable programs such as the "Town Meeting of the Air" and "The National Radio Forum," which are described briefly in the Appendix, the Company's networks carried 333 broadcasts by federal executives and legislators during the first eleven months of 1938.

Regardless of the administration in office, the Company has always made its facilities available to the Government for the expression of its views and has given similar opportunities to the opposition to voice its opinions so that different sides of public questions may be fully aired.

Cabinet officers, United States Senators and Representatives, diplomats, and army and navy officials have been given an opportunity to keep the country informed at first hand of the developments within their own fields of responsibility. Such information as the listener obtains from these men who conduct our public affairs is frequently more easily understood than what he might learn indirectly from some other source.

AGRICULTURE

The National Farm and Home Hour, a popular NBC program for ten years, established during 1938 a new record in the coverage of agricultural events by having sixty-eight special broadcasts originate from thirty different states, one foreign country, and the District of Columbia. These special broadcasts were in addition to the regular Farm and Home

Hour programs given each weekday, in which the United States Department of Agriculture and leading farm organizations participate and which originate in the NBC studios.

During the past ten years farmers all over the nation have been given the opportunity to hear reports of farm organization meetings, live stock expositions, 4-H Club and Future Farmer gatherings, agricultural festivals, and important announcements by the Secretary of Agriculture.

The story of agricultural education and research as carried on by the land grant colleges of the nation was dramatically told during 1938 in a series of eleven programs originating on the campuses of as many different state colleges. The programs were designed to show the many ways in which these agricultural schools serve the public and to present a picture of the particular achievements for which each institution is noted.

Recognizing the growing popularity and educational value of farm discussion groups, NBC presented last year a series of four typical farm discussions arranged by the Department of Agriculture. Farm groups in Utah, South Dakota, Virginia and New Jersey were heard in the series.

DRAMA

The development of radio drama was further advanced by NBC in the past year through the introduction of improved production technique, through greater emphasis on original radio writing, and through a more extensive presentation of the world's important dramatic works.

In more than 3500 network program hours, the Company brought the living theatre into the home. Among the more prominent series were "Great Plays" and the "Pulitzer Prize Plays." A new mark was set in educational drama by the informative excursions into the background of Elizabethan drama

presented in a series entitled "Shakespeare's England," and some unusually fine material was dramatized in a continuation of "The World is Yours," broadcast in co-operation with the Smithsonian Institute.

Maxwell Anderson, one of the first important American dramatists to turn to radio as a new medium for the expression of his ideas, contributed last year two more original one-act radio plays. Alfred Kreymborg, the poet, was represented in the Company's dramatic schedule with several productions written especially for the medium of radio.

In its Original Microphone Play series, NBC presented, in addition to straight drama and comedy, a number of experiments in stream-of-consciousness technique and blank verse. This series was directed by members of the network production department, and many of the plays were written solely for the radio by NBC staff writers. They covered a wide variety of dramatic subjects from history and biography to old-fashioned New England humor.

Dramatic activities during 1938 carried forward a policy begun with the foundation of the Company, of pioneering in all forms of dramatic presentation. The Company broadcast the first experimental radio play to be written—"Danger" by Richard Hughes—in 1927. It brought the best of British and continental radio dramas—in special translations where necessary—to American listeners. NBC largely founded and developed the technique of adapting for radio the play, novel, short story and poem, and early experimented with specially composed musical scores as an integral part of dramatic programs. It should also be mentioned that the Company in 1929 commenced broadcasting "The Rise of the Goldbergs," the first of the currently popular fifteen-minute dramatic serials.

WOMEN'S PROGRAMS

To cover the broad, diversified activities of this large body of listeners, NBC has improved from year

to year its programs for the woman with home, office and club interests.

Through eighty-five well-known organizations of women, parents and teachers, educational and social groups, more than eight million women members are co-operating with NBC in presenting programs to show what women are doing, where they work, how they play, what they eat, wear and buy, and how they can contribute to happy marriages and successful homes.

By expanding its programs during 1938, NBC brought to the attention of women throughout the country the aims and ideals of the many women's groups which are a civic, social and cultural force in the nation. The Women's Activities Division of the Company, however, did not confine its services to network radio programs alone. It has assisted organizations in planning programs for local broadcasting stations or for meetings, and it has provided speakers for gatherings in all parts of the country.

At present NBC is presenting twenty-two programs a week of special interest to women. There are now seven sustaining series for women on the Company's networks, exclusive of dramatic serials. The improvement in women's programs and the interest of listeners in them has reached the point where organizations are seeking to educate their members in the importance of radio to daily life.

SPORTS

Football, baseball, horse races, boxing, golf, tennis and track meets are but a few of the exciting events which the Company brings over its networks to virtually millions of fans in its complete coverage of the sports world.

In recent years listeners have been able to follow all the outstanding contests from season to season. In the coldness of late autumn and early winter they have sat in their warm homes and heard the thrilling play-by-play reports from the big football bowls

and stadia of a score of colleges. In the winter they have also listened to skiing meets, and to the heavyweight championship fights broadcast from Madison Square Garden. In the spring and summer the Company has given its audience major league baseball games, yacht races, golf tournaments, track meets, auto races and tennis matches. Throughout the seasons there have also been innumerable programs from the leading racing tracks of the country.

In many cases, the leading sports events have been broadcast exclusively by the Company. This has been particularly true of the World's heavyweight championship bouts, and many racing classics and track meets. In cases where foreign sports events are of particular interest to American listeners, the Company has arranged special programs from abroad.

HEALTH

When the operation of the Company first began, the importance of broadcasting accredited information about public and personal health was immediately recognized as a vital part of its program service. Since 1926 the American Medical Association has utilized the network facilities of NBC for the dissemination of sound health information. At the same time local medical societies have used individual stations, either owned or affiliated with the Company to keep the public enlightened as to their work.

A program entitled "Your Health" has been broadcast since 1935 under the auspices of the American Medical Association. The general theme for this series has been "medical emergencies and how they are met." The subject for each broadcast has been approached from the standpoint of prevention, emergency aid, and medical service. First aid is described insofar as it may be applied by the layman before a physician may be reached. Medical service is shown as it relates to prevention and treatment. Doctors

are introduced as natural human beings without any dramatic or offensive glorification. To brighten the instructive aspect of the continuity, the programs are interspersed with music.

In all national emergencies where the public health is in serious danger because of hurricanes, floods, forest fires and droughts, the Company offers its facilities to reach the stricken areas and to cooperate with such agencies as the American Red Cross.

2. NBC INTERNATIONAL DIVISION

THE National Broadcasting Company broadcasts, by short wave, programs intended primarily for foreign listeners, sixteen hours a day, seven days a week. This broadcasting, conducted by the NBC International Division, is a sustaining service in the national interest.

The purpose of this service is to build up a large audience of regular listeners in foreign countries, to tell them the truth about the United States of America, and to cultivate their good-will and their esteem for American ideals, traditions and methods.

To accomplish this purpose the International Division broadcasts its programs in the languages of the listeners. NBC concentrates on the six great languages of the occidental world, each of which is used by a population of 40,000,000 or more. These are English, German, French, Italian, Spanish and Portuguese.

International programs are broadcast in English, German, French and Italian by directional beam antennas toward Europe, and in English, Spanish and Portuguese by directional beam antennas toward Latin America.

To create audiences which will listen regularly, by habit, to NBC international programs the Division schedules its various language periods in a fixed pattern, each period beginning and ending on the even hour. The content of the period may vary but the timing does not change.

As a common denominator of audience interest in every part of the world, the Division concentrates upon the delivery of up-to-the-second news of world importance, swiftly gathered, and delivered factually and without bias to populations which in many countries of Europe live under close censor-

ships, and which in many other parts of the world are without adequate communications.

The news programs, eleven in number, every hour on the hour from Noon to 10:00 P.M. inclusive, E.S.T., are, like all NBC international programs, created with the point of view of the listeners in mind. In order to accomplish this purpose the Division has assembled a staff which knows the tastes, traditions, habits and preferences of the countries to which the Division broadcasts. All members of this staff of thirty-five have lived in the countries to which their programs are directed. Three who direct the news broadcasts have had an aggregate of forty-seven years of experience as news correspondents abroad.

Care is taken that the voices of those who speak on NBC international programs shall speak not only in the languages of the listeners, but in their own native accents.

Around the central body of news broadcasts in six languages, the Division builds programs of cultural, informative and entertainment value to its foreign listeners. From the resources of the NBC networks it broadcasts classical and popular music adapted to foreign audiences.

From the networks also the Division selects educational talk programs and uses these in its six hours of English-language time. But since ten hours of each sixteen-hour day in summer, and eleven in winter, are in foreign languages, the bulk of the talk programs must be built in these languages. These talk programs have the general purpose of presenting various aspects of American life to foreign audiences in a favorable light, never disparaging the mode of life in other countries.

Every effort is made to avoid programs which listeners would interpret as propaganda. Letters at the rate of 40,000 a year, from listeners in 83 countries and colonies, confirm the effectiveness of this effort. Many listeners express confidence in the

accuracy of the news broadcasts from the United States, and relief at the fact that they "do not have to listen to tiresome political and economic propaganda."

The NBC International Division also undertakes to broadcast as widely as possible the purposes of the United States Government in foreign affairs, in the actual words and voices of its highest officials. Thus, when the President or the Secretary of State speak to express the policies of the United States in international affairs, their own voices are broadcast by short wave both to Europe and Latin America. For listeners who do not understand English the text is translated and broadcast in full in French, Italian, German, Spanish and Portuguese.

Though American short-wave broadcasting cannot under present regulations be commercialized and therefore cannot be used for direct advertising, the Division can and does broadcast many programs of the type known as "institutional advertising" in which the qualities of American products, though not those of individual manufacturers, are made known to foreign listeners. To this end, the Division recently sent two of its foreign-language staff on a coast-to-coast trip with recording equipment to build such programs in Spanish and Portuguese. By recording sound effects and interviewing persons actively at work and explaining the processes, they carried to Latin America sound pictures of American coal mining, an American steel plant, a shoe manufacturing plant, an automobile assembly line, an iron mine, the loading and shipping of iron ore, the motion picture industry at Hollywood, including interviews with Spanish and Portuguese stars, and other industries.

Similarly, the Division broadcasts programs on the qualities and methods of American agriculture, photography, camera manufacture, and aviation and airplane construction. A regular weekly program also tells Latin American listeners of the many labor-saving appliances and comforts of American

homes. Extensive plans for increasing the number of programs of this type are being carried out.

The NBC International Division broadcasts many more hours in foreign languages, and fewer hours in its own language, than any other short-wave broadcasting enterprise in the world. To Latin America, and in the languages of Latin America, it broadcasts more hours each day than all the European short-wave broadcasters together.

The United States does not have a large emigrant population, nor does it have distant territorial possessions inhabited by large numbers of Americans. American short-wave broadcasters therefore do not have reason to broadcast programs designed to hold their own absentee populations in line with home policies or traditions. They can use international broadcasting for the purpose of making our country better known to foreign nations, and to increasing the mutual understanding between these nations and ourselves. This is the objective toward which the NBC International Division has consistently aimed.

In reviewing the programs broadcast by the NBC International Division, it may be observed that important speeches, news, special events, music, and entertainment from all parts of the world are constantly brought by short wave from the countries where they originate, and broadcast throughout America over the NBC networks. Thus the Company, while it endeavors to interpret the United States to foreign listeners through its International Division, also makes every effort to give the people of our own country free access by radio to the cultures and viewpoints of other nations.

3. LOOKING AHEAD

TWELVE years of the network broadcasting of the National Broadcasting Company have passed. Times change and so do customs. Life beats to an ever-quickening tempo—new ideas supplant the old, and new viewpoints swing into focus. Changing thought and circumstance have as acute a bearing on broadcasting as on other phases of our national life. The Company has taken cognizance of the changing world and has demonstrated that it can respond quickly to the public tastes and public needs. It has endeavored to appraise old and new standards of public behavior and trends of public thinking, and from such appraisal to winnow the chaff from the wheat.

For the Company, the vision of its responsibility to the public, as seen by the creators of the Company and its Advisory Council, has not dimmed. In broadcasting Company programs or in reviewing the material submitted by others for broadcast, the Company subjects the material to these questions:

Is it in the public interest?

Is it sound?

Is it good radio as to entertainment or informative value?

Through the sale of part of its time, opportunity has been given the Company to broadcast programs of a type, and on topics, in which the public is most interested. NBC has thus been able to present many of the world's greatest artists, lecturers, scientists and authorities in many fields. The sponsored program, in itself, has introduced to the radio audience many persons renowned in these same fields,

and has made vast contributions to the cultural life of the American people as well as to its entertainment and information.

Naturally, the Company has watched closely the reaction of the public to the programs it has broadcast, and has come to certain conclusions as to the influence that radio in general has exerted upon the listening audience. For example, the Company, during the twelve years of its existence, has seen general public interest grow from indifference to an alert eagerness for information on public issues—not alone those of this country, but of other nations as well.

The increasing number of requests for programs having to do with self-improvement is notable. While programs devoted to home-making, personal appearance and charm are well-liked by women listeners, they are outdistanced in popularity by programs on self-improvement and programs that suggest to women the way to fit themselves successfully into the social, political, and economic structure of our country and of the times.

Early in the history of radio, it was plainly indicated that broadcasts of music had wide acceptance. Music is an art that lends itself admirably to transmission by radio. Thus it followed that the Company gave conspicuous attention to programs from the field of music, and it is conceded that radio, generally, has greatly enriched the lives of millions of listeners through the inspiration and enjoyment that broadcast music has brought them. In its own brief experience, the Company has seen the musical tastes of the few become the tastes of the many. Enjoyment of chamber music, for instance, in the early days of network broadcasting was limited to a few groups throughout the country. Today many listeners unaffiliated with music groups express themselves as deeply interested in this type of musical expression.

Looking forward, the Company contemplates the changes that come to all men and to all nations as the future unfolds. It is its hope that it may keep in time and in tune with the changing years, and that the National Broadcasting Company may be an instrument through which a democracy of the air may be maintained and ever expanded to serve the people of America.

APPENDIX

NBC SUSTAINING PROGRAMS

A few of the representative programs which have been broadcast by the Company at its own expense are listed below. It is interesting to note that a considerable number of these programs have been on the air for long periods, some of them since the formation of the Company.

MUSIC

METROPOLITAN GRAND OPERA—Since December, 1931 (direct from stage).

WEAF GRAND OPERA COMPANY under direction of Cesare Sodero. Program, which was carried by six stations, began March 31, 1925.

PERFORMANCE OF "FAUST"—Broadcast January 21, 1927, from Civic Auditorium in Chicago. This was first nationwide transmission of Grand Opera.

SYMPHONIC MUSIC—Broadcasts by leading symphonies, such as the Boston Symphony, Minneapolis, Rochester, Chicago, St. Louis, etc. Since 1927.

THE WORLD IN MUSIC—Series of talks devoted to current musical events by Pierre Key—1929 to 1931.

NBC MUSIC GUILD—Since October, 1934.

RADIO CITY MUSIC HALL ON THE AIR—Since January, 1934.

MUSIC IS MY HOBBY—Conducted for three years—September, 1935 to September, 1938.

NBC SYMPHONY ORCHESTRA—The first full-time symphony orchestra established by any American broadcasting company began its first season in 1938. Maestro Toscanini directed eleven concerts during the 1937-1938 season, and sixteen during the season of 1938-1939. Other world-renowned conductors have also led this symphony orchestra in regular weekly programs.

EDUCATION

THE WORLD IS YOURS—Sponsored by U. S. Office of Education and Smithsonian Institute. Strange and interesting facts about the world in which we live. Since June, 1936.

UNIVERSITY OF CHICAGO ROUND TABLE—Sponsored by the University Broadcasting Council. Informal discussion of reasons behind current happenings. Since October, 1933.

ADVENTURES IN READING—Dramatization of the lives of authors and readings from their masterpieces. Selections from reading lists compiled by the National Council of Teachers of English. Since April, 1938.

MUSIC APPRECIATION HOUR—Series of concerts conducted by Dr. Walter Damrosch which are devoted to instilling in young American listeners a greater understanding and enjoyment of music. Since October, 1928.

THE STORY BEHIND THE HEADLINES—Sponsored by The American Historical Association. Cesar Saerchinger, noted commentator, interprets the significance of important news. Since March, 1938.

WINGS FOR THE MARTINS—Sponsored by the U. S. Office of Education and Parents-Teachers Association. Dramatized series of the problems which the everyday American family faces with its children in school. Since November, 1938.

SCIENCE ON THE MARCH—Sponsored by the American Association for the Advancement of Science. Dr. Forest Ray Moulton, noted astronomer, de-

scribes the knowledge that scientists have accumulated about the world. Since January, 1938.

AMERICAN EDUCATION FORUM—Sponsored by American Education Forum Committee. Series devoted to outstanding experimental colleges in field of general education. Since October, 1935.

LIVES OF GREAT MEN—Dr. Edward Howard Griggs of the Brooklyn Institute of Arts and Sciences describes how great men have influenced the course of civilization. Since October, 1938.

MUSIC & AMERICAN YOUTH—Sponsored by Music Educators National Conference. Series illustrative of the musical work being done in American schools and colleges. Since March, 1934.

OUR AMERICAN SCHOOLS—Sponsored by National Education Association. Educational problems and objectives are dramatized and explained on this series. Since January, 1932.

SCIENCE EVERYWHERE—Sponsored by the American Association for the Advancement of Science. Plant and animal life is investigated and explained by Dr. Carroll Lane Fenton, author of children's science books. Since October, 1938.

IDEAS THAT CAME TRUE—The romance of the development of present-day methods of communication and travel are dramatized by Dr. Rollo G. Reynolds, principal of Horace Mann School, Columbia University, in this social science series. Since November, 1938.

YOUTH MEETS GOVERNMENT—Sponsored by Brooklyn Institute of Arts & Sciences and the New York City Board of Education. Problems of local government are discussed by city officials, questioned by high school students. Since February, 1939.

SCIENCE IN THE NEWS—Sponsored by the University Broadcasting Council. Dr. Arthur H. Compton, world-famous scientist and Nobel prize winner, explains the significance of great scientific advances to laymen. Since October, 1936.

GET READY FOR TOMORROW—Sponsored by United Chapters of Phi Beta Kappa. Presents distinguished speakers on specific phases of modern training. Since April, 1939.

FRONTIERS OF GEOLOGY—Sponsored by Geological Society of America. Describes the importance of geology as a science, an aid to industry, and a factor in international affairs. Since April, 1939.

RELIGION

RADIO PULPIT—Since October, 1924.

NATIONAL VESPERS—Since 1927 (Dr. Harry Emerson Fosdick).

NATIONAL YOUTH RADIO CONFERENCE—October, 1928 to 1936 (Dr. Daniel L. Poling). The Sunday Forum took the place of National Youth Conference during summers, 1934-1936.

THE CATHOLIC HOUR—Since March, 1930.

SABBATH REVERIES—1932-1936.

RELIGION IN THE NEWS—Since November, 1933.

SUNDAY VESPERS—Since 1934 (summers).

HIGHLIGHTS OF THE BIBLE—Since August, 1934.

MESSAGE OF ISRAEL—Since October, 1934.

CALL TO YOUTH—Since November, 1936.

TIME FOR THOUGHT—Short talks on practical religion. Since October, 1937.

GOVERNMENT, POLITICS, AND DISCUSSIONS OF SUBJECTS OF PUBLIC INTEREST

MEETINGS OF THE FOREIGN POLICY ASSOCIATION were broadcast as early as November, 1926, and have continued until the present.

MEETINGS OF THE GOVERNMENT CLUB—1926 to 1930.

"THE POLITICAL SITUATION IN WASHINGTON TONIGHT"—Talks by Frederick William Wile on current legislative matters. 1926 to 1928.

"A WEEK OF THE WORLD'S BUSINESS"—Dr. Julius Klein, Director, Bureau of Foreign and Domestic Commerce, Department of Commerce. 1926 to 1928.

OUR GOVERNMENT—David Lawrence, Journalist, discussed relationship of Federal Government to basic industries and various professions. 1927 to 1933.

NATIONAL RADIO FORUM—Pros and cons of national problems discussed by government leaders. Since 1932.

YOU AND YOUR GOVERNMENT—The theory and practice of government. April, 1932 to June, 1936.

THE ECONOMIC WORLD TODAY—November, 1932 to June, 1933.

NATIONAL RECOVERY ADMINISTRATION—Programs presenting various points of view regarding NRA. 1933.

AMERICA'S CHOICE OF A TRADE POLICY—March to May, 1934.

AMERICA'S TOWN MEETING OF THE AIR—National and international questions discussed by authoritative speakers. Since May, 1935.

ECONOMICS IN A CHANGING SOCIAL ORDER—October, 1934 to May, 1935.

THE UNITED STATES AND WORLD AFFAIRS—November, 1934 to March, 1935.

FEDERAL HOUSING ADMINISTRATION—Three series presented to familiarize the public with this agency's purpose. 1934 to 1939.

SOCIAL SECURITY—Addresses by government officials on Social Security Act. Since 1936.

PROPOSED CHANGE IN SUPREME COURT—Innumerable programs showing pros and cons of question. February to April, 1937.

EIGHTH INTERNATIONAL CONFERENCE OF AMERICAN STATES—Programs covered conference between South American Countries and United States. November to December, 1938.

AGRICULTURE

In the first three months of the Company's history (November 15, 1926 to February, 1927), the following programs were broadcast:

Courses by Government Farm Radio School.

News Dispatches from Nebraska State Agricultural College.

News Dispatches from United States Department of Agriculture. Market Reports covering Livestock, Grain, Hay, Feed, Fruit, Vegetable, Butter and Egg Markets.

In 1929, 227 officials of the Department of Agriculture spoke over NBC stations. These officials made 509 addresses during that year.

NATIONAL FARM AND HOME HOUR—(Since July 8, 1929.) This daily feature is a combination of national farm news, educational talks, music entertainment and special features, presented in cooperation with the United States Department of Agriculture and various farm organizations. NBC furnishes music and entertainment, while the Department of Agriculture provides fifteen to twenty minutes of informative material each day. This information specifically relates to various agricultural regions throughout the country. The program includes market reports and subjects of interest to women living on farms.

DRAMA

SHAKESPEARE—Between November, 1926 and February, 1927, the first three months of the Company's history, Hamlet, Romeo and Juliet, and Othello were among the dramatic performances broadcast. Since then many different Shakespearean series have been given.

RADIO GUILD—Since 1928. Well-known classical dramas and contemporary plays.

DRAMA LEAGUE OF AMERICA—1931 to 1935. Each year this organization presented one program.

EUGENE O'NEILL PLAY CYCLE—1937.

INA CLAIRE PRESENTING PLAYS—1937.

PULITZER PRIZE PLAYS—1938.

GREAT PLAYS—Presentation of the greatest dramas that have been written throughout the ages. Endorsed by 48 State University Departments of Drama and English, and many other organizations. Since February, 1938.

SHAKESPEARE'S ENGLAND—1938.

ORIGINAL MICROPHONE PLAY SERIES—Since October, 1937.

WOMEN'S PROGRAMS

LET'S TALK IT OVER—Interviews devoted to women's accomplishments and interests. Subject matter includes home, family and club activities, as well as artistic and intellectual pursuits. Since November, 1935.

WOMEN IN THE MAKING OF AMERICA—Sponsored by the Federal Theatre Radio Division. Dramatizations of the lives of pioneer American women, including a three-minute interview with a present-day prototype of the woman dramatized. Since May, 1939.

ALMA KITCHELL'S BRIEF CASE—What radio means to mothers, homemakers and club women, practically and culturally, is the subject matter of Alma Kitchell's informal chats. Since October, 1938.

GENERAL FEDERATION OF WOMEN'S CLUBS—A spirited symposium on the paramount issue of public interest for the month, as it affects women. Each broadcast conforms to the slogan "Adjusting Democracy for Human Welfare." Since July, 1933.

CHILDREN'S PROGRAMS

VERNON CRANE'S STORY BOOK—A series of modern fairy tales. The young author of these stories is an NBC discovery whose whimsical satires are enjoyed by grown-ups as well as children. Since May, 1939.

RENFREW OF THE MOUNTED—The enthralling story of the Canadian Mountie who always "gets his man," has been transferred from the pages of the American Boy magazine to this radio program by its famous author, Laurie York Erskine. Since January, 1939.

MALCOLM CLAIRE—Mr. Claire presents his own versions, original stories and simple interpretations of history in such an interesting style that he numbers young and old among his listeners. Since July, 1935.

COAST TO COAST ON A BUS—Children of the NBC Junior Radio School give songs and dramatic sketches. Since 1934 when it succeeded the "Children's Hour," which began in 1926.

OUR BARN—Madge Tucker, the Lady Next Door,—and her children. Since September, 1929.

KALTENMEYER'S KINDERGARTEN—Dramatization of German Kindergarten. Since November, 1932.

ANIMAL NEWS CLUB—Children's own stories about their pets. Since July, 1935.

ALICE REMSEN—Songs for children. Since May, 1936.

NO SCHOOL TODAY—Jolly Bill, Fields and Hall, News for children with music for safety. Since September, 1938.

PEABLES TAKES CHARGE—Adventures of two nine-year-old twins who go to live with their great uncle whose butler, Peables, becomes their great friend. Since October, 1938.

HEALTH

YOUR HEALTH—Health questions from both the individual and community viewpoint are presented in dramas taken from real life. Conducted by Dr. W. W. Bauer, director of the Bureau of Health and Public Instruction of the American Medical Association. Since November, 1933.

HEALTH TALKS—1930 to 1933 under the auspices of the New York Tuberculosis and Health Association and the New York County Medical Society. (Guest speakers were physicians and dentists.)

SAFEGUARDING YOUR FOOD AND DRUG SUPPLIES—Broadcast under auspices of United States Food and Drug Administration. Since 1933.

INFANTILE PARALYSIS PROGRAMS—Since 1933.

NATIONAL SOCIAL HYGIENE DAY PROGRAM—1938.

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF THE RADIO CORPORATION OF AMERICA
30 ROCKEFELLER PLAZA

NEW YORK, N. Y.

Printed in U.S.A.

26052

**END OF
TITLE**